

# BUSINESS

## ASAP Vacuum Sales & Service

Frank Ronneng has seen just about everything stuck inside of a vacuum – cat toys, socks, money, even an entire satin robe. But those challenges are no problem for the man known as the “VacDude.” Frank Ronneng worked for a vacuum company decades ago. He moved on to spend his spare time repairing vacuums at home for approximately 20 years until 2017, when Ronneng opened ASAP Vacuum Sales & Service with his wife Laura Ronneng. The business is located in the retail shops at 119th Avenue and Round Lake Boulevard.

Laura Ronneng says, “He can turn on a vacuum and know exactly what needs to be fixed just by hearing it.” While technology has evolved from studying paper schematics to researching online tutorials, Laura says Frank has built a foundation of knowledge related to vacuum mechanics, which has contributed to how he got the nickname.

While Laura speaks highly of Frank’s talents, he also sings her praises of how well she manages the business. Their team approach, combined with the help of their five children and two granddaughters all working together, helps to make this family business run smoothly. From filing paperwork, creating flyers, working in the store or helping with vacuum repair, everyone has a chance to help out.

“We are truly a family business,” Laura says. The Ronnengs take pride in living in Coon Rapids, which has been their home for over 29 years. “It’s a great place to raise a family and run a business. It’s a tight-knit community with a lot of opportunities to connect with people.”

Frank applies their family values to how he serves his customers. “When someone walks through the door, I don’t want to sell them the most expensive vacuum, I want to solve their problem. Maybe we can even fix their old vacuum... I want to do what’s right for the customer and that has been my philosophy since I started the business.”

### Quick facts:

Address: 11884 Round Lake Blvd. NW

Oldest vacuum Frank owns – 1935 Kirby

You may notice Frank out and about – he has customized VacDude license plates

